components of the system can be interconnected by any form or medium of digital data communication (e.g., a communication network). Examples of communication networks include a local area network ("LAN"), a wide area network ("WAN"), and the Internet.

The computing system can include clients and servers. A client and server are generally remote from each other and typically interact through a communication network. The relationship of client and server arises by virtue of computer programs running on the respective computers and having a client-server relationship to each other.

Although a few implementations have been described in detail above, other modifications are possible. For example, the logic flows depicted in the figures do not require the particular order shown, or sequential order, to achieve desirable results. In addition, other steps may be provided, or steps may be eliminated, from the described flows, and other components may be added to, or removed from, the described systems. Accordingly, other implementations are within the scope of the following claims.

What is claimed is:

1. A computer-implemented method comprising:

identifying, by one or more computing devices, a portion of a map for presentation on a device;

identifying, by the one or more computing devices, a set of content items in which each content item is associated with a geographic location within a geographic region represented by the portion of the map;

identifying, by the one or more computing devices, a point of interest located in the geographic region;

determining, by the one or more computing devices, for a first content item from the set of content items, an adjusted value for the first content item based at least on (i) a base value for the first content item and (ii) an adjustment factor that includes a reduction to the base value of the first content item based on a determination that presentation of the first content item on the map would interfere with presentation of the point of interest on the map, wherein the reduction to the base value of the first content item renders the first content item less likely to be selected for presentation at the device;

selecting, by the one or more computing devices, one or more of the content items from the set of content items based on values for the one or more content items including the adjusted value for the first content item; and

providing, by the one or more computing devices, over a network and to the device, data for presenting the selected content items on the portion of the map presented at the device.

2. The method of claim **1**, wherein determining an adjusted value of the first content item further comprises:

determining the base value as the value of displaying the first content item independently of other content items;

identifying a first geographic location associated with the first content item;

identifying a set of second geographic locations associated with the one or more other content items; and

determining the adjustment factor for the first content item based on respective distances between the first geographic location associated with the first content item and each of the geographic locations from the set of second geographic locations associated with the one or more other content items.

3. The method of claim **1**, further comprising:

identifying content item spaces in the map in which content items can be presented, the content item spaces defining a subset of the map;

wherein the selected content items are provided for presentation in the content item spaces.

4. The method of claim **1**, further comprising:

receiving user requests for map directions, the map directions including one or more of a start location on the map and an end location on the map; and

selecting the set of content items based on relationships between geographic locations associated with the content items in the set and at least one of the start location on the map or the end location on the map.

5. The method of claim **4**, further comprising:

receiving path data defining directions from the start location on the map to the end location on the map; and

selecting the set of content items based on geographic locations associated with the one or more content items that are relevant to path data.

6. The method of claim **1** wherein the set of content items comprises content items that are associated with businesses that negatively impact each other.

7. The method of claim **1** wherein the set of content items comprises content items that are associated with businesses that positively impact each other.

8. The method of claim **1**, wherein the relationship between the first content item and the one or more other content items in the set of content items includes a distance between a location associated with the first content item and a location associated with a first of the one or more other content items.

9. The method of claim **1**, wherein the adjustment factor for the first content item further adjusts the base value of the first content item based on a relationship between the first content item and one or more other content items in the set of content items.

10. The method of claim **1**, wherein the determination that presentation of the first content item on the map would interfere with presentation of the point of interest on the map comprises a determination that the first content item would cover a location of the point of interest on the map, thereby obstructing presentation of the point of interest on the map.

11. A system, comprising:

a map store configured to store map data defining a map;

a map server in communication with the map store, the map server configured to receive a map request that indicates a requested display region from a user device, and configured to identify a portion of a map for presentation on the user device, the portion of the map being based on the requested display region; and

a content server in communication with the map server, the content server configured to perform operations comprising:

identifying a set of content items in which each content item is associated with a geographic location within a geographic region represented by the portion of the map;

determining, for a first content item from the set of content items, an adjusted value for the first content item based at least on (i) a base value for the first content item and (ii) an adjustment factor that includes a reduction to the base value of the first content item based on a determination that presentation of the first content item on the map would interfere with presentation of the point of interest on the map, wherein the reduction to the base value of